The New Federal Tobacco Rule:
Provisions Affecting Retailers and Their Employees

Starting February 28, 1997:

- Do not sell cigarettes or smokeless tobacco to anyone under 18.*
- Check photo ID for anyone under 27.

Starting August 28, 1997:

- Sell products only in a direct, face-to-face exchange. (No vending machines or self-service displays permitted except in places that never have anyone under 18 present.)
- Do not sell single cigarettes ("loosies") or packs with fewer than 20 cigarettes ("kiddie packs").
- Only accept coupons for redemption from adults at the store, not through the mail.
- Do not give out any free samples of cigarettes or smokeless tobacco.
- *Inside* your store: Have all tobacco ads and promotional material that have any pictures or colors removed. Use only ads or material with black text on a white background. (Exception: Inside places that never have anyone under 18 present, pictures or colors are permitted if the ads are not visible from the outside and cannot be removed.)
- *Outside* your store: Have all outdoor tobacco ads and promotional material (including on store windows) that are within 1,000 feet of a school or public playground removed. Beyond 1,000 feet, use only ads or material with black text on a white background.
- Do not give hats, t-shirts, or any other gift or item to anyone in exchange for a tobacco proof-of-purchase or as part of a sale of cigarettes or smokeless tobacco.

(*The minimum age may be higher in your state.)

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Source: https://www.industrydocuments.ucsf.edu/docs/tscy0000